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PAGE 01 STATE 194924

62

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TO AMEMBASSY CANBERRA PRIORITY

INFO AMCONSUL AUCKLAND PRIORITY

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FROM COMMERCE

E.O. 11652: N/A

TAGS: P FOR, BUE, SENV, SCUL, BEXP, AS

SUBJ: AUSTRALIAN PARTICIPATION IN SPOKANE 1974
INTERNATIONAL EXPOSITION

REF: CANBERRA 5119 AND A5774

SUMMARY: PRESENTATION TO GOA REPRESENTATIVE WILLIAM
WORTH BY US COMMISSIONER GENERAL HENDERSON AND STAFF
STRESSED IMPORTANCE US ATTACHES TO AUSTRALIAN PARTICI-
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PAGE 02 STATE 194924

PATION IN SPOKANE 1974 ENVIRONMENTAL EXPOSITION.

RECOGNIZING THIS AS ONLY BIE-APPROVED EXPOSITION DURING US BICENTENNIAL, WORTH EMPHASIZED IMPORTANCE THAT AMBASSADOR GREEN BRING THIS PROMPTLY TO GOA ATTENTION AS SPECIAL EVENT AT HIGHEST POSSIBLE LEVEL. WORTH, ON RETURN FROM JAPAN OCTOBER 4, WILL HAVE ONLY TWO WEEKS TO PRESENT ENVIRONMENTAL CONCEPT AND BUDGET BEFORE PRIME MINISTER LEAVES AUSTRALIA ON STATE VISIT OCTOBER 24. WORTH'S RECOMMENDATION ON SPOKANE WILL DEPEND TO SOME DEGREE ON HIS ASSESSMENT JAPAN 1975 OKINAWA EXPOSITION.

1. THIS TELEGRAM RELATES TO SPOKANE PROJECT AS SPECIAL EVENT AND ONLY INTERNATIONAL EXPOSITION TO BE ORGANIZED IN US DURING ITS BICENTENNIAL YEAR OF THE 70'S. SPOKANE ENVIRONMENTAL EXPOSITION HAS BEEN APPROVED BY BUREAU OF INTERNATIONAL EXPOSITIONS (BIE) IN PARIS AS A SPECIAL CATEGORY EXPOSITION. THIS MEANS FOREIGN GOVERNMENTS CAN PARTICIPATE BY EXHIBITS IN COVERED SPACE ALREADY BUILT BY EXPO MANAGEMENT. MINIMUM REQUIREMENT IS 4,000 SQUARE FEET AT APPROXIMATE RENTAL COST OF \$35,000 TO \$40,000 FOR SIX MONTHS. OTHER COSTS OF EXHIBIT DESIGN, SHIPMENT, INSTALLATION AND OPERATION WITHIN CONTROL OF PARTICIPATING GOVERNMENT.

2. DETAILED PRESENTATION, INCLUDING COLORED SLIDES OF SITE WERE GIVEN WORTH ON SEPTEMBER 27 IN DEPARTMENT OF COMMERCE BY PRESIDENTIAL APPOINTEE U.S. COMMISSIONER GENERAL J. WELLES HENDERSON AND OFFICIALS OF STATE AND COMMERCE. PRESENTATION EMPHASIZED STRONG COMMITMENT BY PACIFIC RIM NATIONALS INCLUDING SOVIET UNION (52,000 SQUARE FEET), JAPAN, SOUTH KOREA, TAIWAN, CANADA AND MEXICO. US WILL BE REPRESENTED BY \$11.5 MILLION PAVILION ON VARIOUS ASPECTS OF ENVIRONMENT AND ENERGY. NEGOTIATIONS AND DISCUSSIONS CURRENTLY UNDERWAY WITH MORE THAN A DOZEN OTHER NATIONALS INCLUDING PHILIPPINES, THAILAND, SOUTH VIETNAM, INDIA AND BURMA, SINGAPORE, HONG KONG.

3. WORTH APPEARED INTRIGUED BY PROJECTS DESPITE SHORT TIME REMAINING, WHEN IT WAS SUGGESTED AUSTRALIAN EXHIBIT PROTOTYPE DEVELOPED FOR SPOKANE MIGHT BE EASILY ADAPTED

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PAGE 03 STATE 194924

FOR BIE-APPROVED JAPAN OKINAWA SPECIAL EXPOSITION ON OCEANS IN 1975. GOA DECISION ON THIS PENDING RECOMMENDATIONS WORTH WILL MAKE ON RETURN FROM TOKYO ABOUT OCTOBER 4TH.

4. WORTH CANDID AT HAVING ONLY TWO WEEKS TO DEVELOP ENVIRONMENTAL CONCEPT AND BUDGET FOR PRIME MINISTER DECISION BEFORE LATTER LEAVES FOR TOKYO OCTOBER 24.

HE STRESSED IMPORTANCE AMBASSADOR GREEN HELP OPEN GATE FOR HIM BY PERSONAL REPRESENTATIONS TO GOA AT HIGHEST LEVEL AND AS PROMPTLY AS POSSIBLE.

5. WHEN ASKED WHETHER INITIATIVE BY GOVERNMENT OF NEW ZEALAND WOULD BE HELPFUL, HE REMARKED QUOTE IF YOU GET THEM IN, WE ARE HALF WAY THERE UNQUOTE. WITH THIS IN MIND UNDER SECRETARY OF COMMERCE JOHN TABOR APPROACHED NEW ZEALAND PM/FM NORMAN KIRK AT WHITE HOUSE MEETING SEPTEMBER 28. THIS WILL BE COVERED BY SEPARATE TELEGRAM. HOWEVER JUST LEARNED KIRK STATED TO TABOR RE NEW ZEALAND PARTICIPATION AT SPOKANE EXPO QUOTE ITS SOUNDS LIKE A GOOD INVESTMENT UNQUOTE.

6. FOLLOWING BACKGROUND INFORMATION MAY BE USEFUL:
A. CENTRAL THEME "PROGRESS WITHOUT POLLUTION" ENABLES PARTICIPANTS TO DISPLAY HOW MANY BEHAVES IN RELATION WITH HIS ENVIRONMENT AND INCLUDES FOLLOWING SUB-THEMES: PRESENTATION OF NATURAL ENVIRONMENT AND OF HISTORICAL SITES SUCH AS ARCHAEOLOGICAL, HISTORICAL OR NATURAL SITES, COUNTRY, FOREST, FRESH WATERS AND OCEANS, ALSO APPROPRIATE ARE IMPROVEMENTS INCLUDING URBAN RENEWAL, HOUSING, TRANSPORTATION, TERRITORIAL DEVELOPMENTS, FIGHT AGAINST NUISANCES AND WASTES INCLUDING POLLUTION DUE TO INDUSTRY, POISONOUS PRODUCTS IN FARMING AND FOODSTUFF INDUSTRIES, CITY AND COMMUNITY EQUIPMENT NOISE.

B. AUSTRALIA MAY WISH TO FEATURE ARCHAEOLOGICAL SITES, HISTORICAL LANDMARKS, VARIOUS NATURAL SITES, BEACHES AND OUTER BARRIER REEFS, WHICH LEND THEMSELVES TO ATTRACTING TOURISTS TO THEIR COUNTRY.

C. COMMITMENTS FOR PARTICIPATION FROM INDUSTRY HAVE
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PAGE 04 STATE 194924

BEEN ANNOUNCED BY SEVERAL LARGE AMERICAN CORPORATIONS INCLUDING THE FORD MOTOR COMPANY, GENERAL MOTORS, THE BELL TELEPHONE SYSTEM, GENERAL ELECTRIC CORPORATION, UNITED AIRLINES, EASTMAN KODAK, AND HUGHES AIRWEST, THE NORMAN CHURCH IS ALSO AN ANNOUNCED PARTICIPANT.

D. FOLLOWING SITES PRESENTLY AVAILABLE:

- A) BUILDING 8A - 4,250 SQ. FT.
- B) BUILDING 34 - 7,500 SQ. FT.
- C) BUILDING 20 - 19,500 SQ. FT.
- D) BUILDING 20A - 5,500 SQ. FT.

E. FOREIGN NATIONAL PARTICIPANTS MAY WISH TO OPERATE RESTAURANT AND/OR GIFT SHOP IN ADDITION TO EXHIBIT WHICH COULD REDUCE OVERALL COSTS OF PARTICIPATION.

F. THE GREAT NORTHWEST OF OUR COUNTRY IS IN MANY WAYS
THE MOST BEAUTIFUL AND THE MOST UNSPOILED PART. SPOKANE
HAS A MODERN AIRPORT THAT HANDLES 747 JETS. WE ANTICIPATE
AN ATTENDANCE OF ABOUT 5 MILLION FROM ALL OVER OUR COUNTRY,
CANADA, LATIN AMERICA AND NATIONS BORDERING THE PACIFIC
RIM AND EXPORTS PREDICT THAT TV COVERAGE WILL REACH
APPROXIMATELY 100 MILLION VIEWERS. KISSINGER

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